



COMMUNICATIONS POLICY
Sienna Community Association
Sienna Residential Association

STATE OF TEXAS §
 §
COUNTY OF FORT BEND §

I. PURPOSE

The purpose of the Communications Policy is to identify the Associations’ communication tools used to provide information to Sienna residents and to provide content and use guidelines for identified tools. These tools include the Association-related websites, social media platforms, the residential newsletter, electronic notifications (ENews/Eblast), the Sienna Welcome Book/Packet, LED marquees and advertising opportunities for commercial businesses.

II. APPLICABILITY AND AUTHORITY

This Policy applies to the following entities:

1. Sienna Plantation Community Association, Inc., sometimes doing business as Sienna Community Association (“SCA”) as referenced in the Sienna Plantation Amended and Restated Master Covenant (Sienna Plantation Community Association, Inc.), filed under Clerk’s File No. 2019035843 in the Official Public Records of Fort Bend County, Texas (“Covenant”), as same has been or may be amended from time to time and any other property which has been or may be subsequently annexed thereto and made subject to the authority of the Sienna Plantation Community Association, Inc.
2. Sienna Plantation Residential Association, Inc., sometimes doing business as Sienna Residential Association (“SRA”) as referenced in the Second Amended and Restated Declaration of Covenants, Conditions and Restrictions for Sienna Plantation (Sienna Plantation Residential Association, Inc.) recorded under Clerk’s File No. 2012104699 in the Official Public Records of Fort Bend County, Texas (the “Declaration”), as same may be amended from time to time, and any other property which has been or may be subsequently annexed thereto and made subject to the authority of the Sienna Plantation Residential Association, Inc.

Any reference to “Board”, “Boards”, “Association” or “Associations” applies to all of the foregoing entities. Each Board is authorized by its respective dedicatory instruments to adopt policies pertaining to the governance of the Association that it serves. In the event of a conflict between the terms of this Policy and any previously adopted rules, regulations and/or policies addressing communications, this Policy will control.

Invalidation of any one or more of the covenants, restrictions, conditions, or provisions contained in this Policy shall in no way affect any of the other covenants, restrictions, conditions, or provisions which shall remain in full force and effect.

III. GENERAL DESCRIPTION

Sienna Residential Newsletter, Sienna E-News, Sienna Welcome Book/Packet, Siennanet.com, and Sienna Plantations Associations social media (Facebook, Twitter, etc.), and the LED marquees are in-house communication publications of the SRA and SCA, or the "Associations," published for the primary purpose of providing information to the residents of Sienna. These communication tools are not intended to be competitive in the sense of general outside news reporting, nor provide editorial opinion on issues and controversies. In general, a greater priority is given to time-sensitive events, Association activities, classes, programs, and committee activities, presented in as interesting and positive a manner as possible. These communication tools are supported financially in part by advertising, generally local in nature, and partly by assessment income from all dwelling units and residents at Sienna through the annual budget process. The Sienna Newsletter is supported solely by advertising income. Publication is under the direction of the General Manager in accordance with this Communications Policy as adopted by the Boards. The Association staff, under the direction of the General Manager, aides as serving as the Editor of The Sienna Residential Newsletter, Sienna E-News, Sienna Welcome Book/Packet, Siennanet.com, LED marquees Sienna Associations social media and will have the discretion to choose the content within these guidelines.

The Sienna Residential Newsletter, Sienna E-News, Sienna Welcome Book/Packet, Siennanet.com and the Associations social media are published by the Associations' Boards of Directors. Content relating to the Boards, their communities, policies, and procedures are under the direction of the Boards, General Manager and staff.

Columns covering information other than official Association news and topics (such as club information, transportation, education, gardening, etc.) may be included in the Sienna Residential Newsletter, Sienna E-News, Sienna Welcome Book/Packet, Siennanet.com and Association social media as deemed appropriate by the editor and as space permits.

IV. GENERAL CONTENT

In keeping with policy of providing information for the residents of Sienna, The Sienna Residential Newsletter, Sienna E-News, Sienna Welcome Book/Packet, Sienna-related websites, the LED marquees, and the Associations social media will, in general, cover the following subjects as to content, with this listing being not all inclusive or prioritized, but generally typical:

1. News releases and announcements for the Associations recreation activities relative to programs, classes, pool operation, etc.
2. News releases relative to the Associations, such as annual meetings, special meetings of the members, regular Board meetings, committee meetings, adoption of new or revised rules and regulations, and special community projects sponsored by the Associations. The Association shall make all of the Recorded Documents relating to the Associations or the Development available on a website if the Association or a community manager, on behalf of the Association, maintains a publicly accessible website.
3. Announcements of local events, workshops, classes, etc., on a space-available basis.
4. Political and religious advertisements or announcements will be void of endorsement by the Associations and reflective of business or event information only.
5. Columns relative to the Associations and the Sienna Community Services Foundation.
6. Columns relative to recognized Associations' committees/clubs that are of a social or recreational nature.

7. The Sienna Residential Newsletter, Sienna E-News, Sienna Welcome Book/Packet, Siennanet.com and the Associations social media may carry special articles of local interest, such as biographical sketches of Sienna residents of unusual talent or accomplishment. The Sienna Residential Newsletter, Sienna E-News, Sienna Welcome Book/Packet, Siennanet.com and Associations social media should not, in general, carry news of more than local interest or scope.
8. Social Media - The Associations' social media site(s) and Apps purpose will be to inform residents of upcoming Association event or class notifications (promotions, changes, updates), Association facility information, Association emergency notifications, or to clarify/provide details on Association information disseminated throughout the community.
9. Advertising
 - a. Non-Association advertising will be accepted on a space available basis for professional business and commercial services. Material not acceptable for paid advertisement includes, but is not limited to, political, social, or policy activist advertising, policy critiques, material deemed divisive, illegal or immoral. Payment for all ads with the ad submittal is due upon receipt of invoice. The editor has the right to refuse advertising that in their sole judgment does not meet the criteria outlined in these guidelines. **All advertising material must be approved by the Associations prior to publication.**
 - b. Advertisers may not sublet advertising space to other advertisers. An individual advertiser may not purchase advertising space and then choose to include other advertisers within the same ad space.
 - c. Rate schedules apply to all organizations including non-profit organizations. Advertisements must be paid for in advance. If not paid in advance, the Associations reserve the right to remove the ad.
 - d. A full page (8 ½" x 11"), single or double-sided insert for advertising in the Sienna Residential Newsletter provided by Sienna community developers or independent Sienna-based businesses or businesses and organizations leasing space from Sienna community developers and/or businesses, as well as those businesses and/or organizations that are non-SPOA (Sienna Property Owners Association) or non-SBA (Sienna Business Association) businesses, that are the Associations' community partners or local businesses providing services or events to the Sienna residential community (i.e., churches, schools, or businesses, will be accepted, on a space available basis). These full page inserts will be limited to 4 businesses or organizations per newsletter. Material not acceptable for paid advertisement includes, but is not limited to, political, social, or policy activist advertising, policy critiques, material deemed divisive, illegal or immoral. Artwork is to be provided by the merchant/business. Association staff will work with company/person submitting ad on specific guidelines for artwork.

An insertion fee for a full-page insert will be payable to SRA and is due upon submittal of ad proof/draft. Additionally, all printing and insertion costs will be paid for by the vendor/advertiser and not SRA. The vendor has the option to use SRA's contracted printer; however, it is the responsibility of the vendor to coordinate printing deadlines directly with the printer. The editor has the right to refuse inserts that in their sole judgment does not meet the criteria outlined in these guidelines. All advertising inserts must be approved by SRA prior to print and must be submitted on the first day of the previous month (i.e., June 1 for July newsletter).
 - e. There are no advertising opportunities in the Sienna Welcome Book/Packet.
10. The Editor retains the right to limit the number of advertisements within the residential newsletter to maintain a ratio between news articles and advertising. Our approved ratio of news to advertisements is 70:30; and shall not exceed 65:35.

11. The Editor retains the right to edit articles to conform to content and space requirements. The Editor is not responsible for expressed opinions or for the authenticity of all presented facts in articles. Opinions contained in the Sienna Residential Newsletter, Sienna E-News, Sienna Welcome Book/Package, Siennanet.com, and Associations social media are not necessarily the opinions of the Associations, Board members, or Staff.

Policy Name	Approved/Finalized	Revised
Communications Policy		April 26, 2021; April 28, 2021
Communications Policy		March 27, 2017
Communications Policy		January 28, 2013
Communications Policy		June 28, 2010
Communication Policy		December 2, 2008
Communication Policy		September 26, 2007
Communication Policy		April 26, 2006
Communication Policy		September 28, 2005
Newsletter Guidelines	March 30, 2005	

[SIGNATURE PAGES FOLLOW]

